



# JNLR

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RESEARCH

## PRESS RELEASE

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 Ipsos MRBI



## Ipsos MRBI/JNLR 2014/3 Summary Results

The latest JNLR/Ipsos MRBI report into radio listening is published today (6<sup>th</sup> November, 2014). It covers the 12-month period from October 2013 to September 2014.

The latest results show **daily radio listening at 83%** - that is 83% of all adults listening every weekday.

A total of c16,600 people were interviewed during the survey period by Ipsos MRBI, on behalf of JNLR - Joint National Listenership Research - that is commissioned by all national, regional and local stations, BAI, AAI, and IAPI.

The following tables are the key top line results from the 'week-day' report for the main radio stations at National level, within Dublin and Cork counties, and the South East, South West, North West, North East/Midlands, Multi-city and Dublin Commuter regions. (See p.11).

While Tables 1-4 show the proportion of adults tuning into the stations at some time during the day, the depth of listening or loyalty to various stations is best reflected in the share of listening achieved by each station, as shown in Tables 5-8, whilst Table 9 provides information on the Local Stations in each licensed franchise area.

83% of Irish adults listen to the radio on an average day (=) - more than half 58% (+1) tuning into their local or regional station and 46% (=) listening to a national station. Among the younger 15-34 year market, 77% (=) listen daily.

Irish audiences continue to listen to a significant amount of radio everyday – tuning in, on average, for almost 4 hours per day during the prime 7am to 7pm time (*Irish Adults listening Mon-Fri*). In terms of share of all minutes listened in the country, national radio currently has 46.6% share of all minutes while local/regional radio holds the majority share position with 53.4% (+0.5%) in this reporting period.

In the various regional areas throughout the country, national radio holds the majority share position in Dublin (58.3%), the wider Dublin Commuter belt (57.6%) and the Multi-city area (50.3%) while local/regional radio is in the majority in the other regions throughout the country, in particular achieving its highest share position in the North West (63.8%), Cork (60.8%) and South West regions (60.3%). (See T5).

Among the younger, 15-34 year old audience throughout the country, local/regional radio is in the majority share position in all regions achieving a national combined share of 66.2% (-0.6%) versus 33.8% for national radio. In particular, the local/regional group holds its strongest share position among this age segment in Dublin (72.1%), the Dublin Commuter region (70.0%) and in Cork (71.7%). (See T7).

On the other hand, among at the older 35+ age segment, national radio has the majority share of minutes, 50.7% (-0.9%). However, in regional markets among this age group, national radio maintains a strong share position in Dublin (69.4%), the Dublin Commuter region (67.4%), and in the Multi-city area (56.9%). (See T8).

Local radio continues to be a strong performer in the individual radio markets across the country – in many areas reaching more than 40% of the local adult population daily. In particular, on the criterion of share of minutes listened during prime 7am to 7pm, Highland Radio, MWR and Radio Kerry hold the majority share position in their respective franchise areas. (T9).

The population estimates in this report are based on data provided by the CSO – *Quarterly National Household Survey* statistics.

(See pg 11 for definition of radio broadcast regions).



## All Adults Aged 15+

### Table 1: Average Weekday Yesterday Listenership

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY		DUBLIN COMMUTER	
	Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Listened at all *	83	(+0)	80	(+0)	82	(+0)	82	(-1)	88	(+0)	88	(+0)	81	(+0)	82	(+0)	81	(+1)
Any National	46	(+0)	46	(+1)	42	(-1)	44	(-1)	46	(-1)	44	(-2)	46	(+0)	47	(+0)	47	(+0)
Any RTE Radio	34	(+0)	35	(+1)	31	(+0)	32	(+0)	33	(-1)	33	(-2)	34	(+0)	34	(+0)	35	(+0)
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	33	(+0)	35	(+1)	30	(+0)	32	(+0)	33	(-1)	30	(-2)	34	(+0)	34	(+0)	35	(+0)
RTÉ Radio 1	23	(-1)	28	(+1)	21	(-1)	22	(+1)	21	(+0)	20	(-2)	22	(+0)	25	(+0)	27	(+0)
RTÉ 2FM	10	(+0)	7	(+0)	9	(+0)	12	(+0)	12	(-1)	9	(-2)	14	(+1)	8	(-1)	8	(+0)
RTÉ Lyric FM	4	(+0)	6	(+0)	4	(+0)	3	(+0)	2	(-1)	3	(+0)	3	(+0)	5	(+0)	6	(+1)
Today FM	13	(+0)	9	(+1)	14	(+0)	16	(+0)	16	(+1)	13	(-1)	15	(+0)	12	(+0)	10	(+0)
Newstalk	10	(+0)	16	(+1)	9	(-1)	8	(+0)	8	(+0)	8	(+0)	8	(+0)	13	(+1)	15	(+1)
Any Regional/Local/M-City/D-C#	58	(+1)	46	(+0)	64	(+1)	60	(+0)	65	(+1)	69	(+1)	56	(+0)	54	(+0)	47	(+0)
Classic Hits 4FM			4	(+0)	9	(+2)								5	(+0)	3	(+0)	
Radio Nova			5	(+0)												5	(-1)	
Beat 102-103							25	(+0)										
Spin South West									20	(+0)								
iRadio NW											21	(+0)						
iRadio NE													15	(+1)				
Dublin's 98FM			10	(+0)														
FM104			18	(+0)														
Q102			8	(-1)														
Sunshine 106.8			4	(+1)														
Spin 1038			14	(+1)														
TXFM (Phantom 105.2)			2	(+0)														
Corks 96FM/C103					45	(-2)												
Corks 96FM					32	(-2)												
C103 (Corks 103FM)					16	(-1)												
Corks Red FM					21	(+2)												

\* Indicates the proportion tuning to the station at some time on the day.

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## Adults Aged 15-24

### Table 2: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	76	72	74	78	86	81	71	74	72
Any National	22	13	24	22	32	23	23	21	16
Any RTE Radio	14	8	15	10	25	17	15	14	10
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	14	8	15	10	25	15	15	14	10
RTE Radio 1	4	5	3	3	3	3	5	4	5
RTE 2FM	10	3	12	8	22	12	8	9	4
RTE Lyric FM	1	0	-	-	1	0	2	1	1
Today FM	9	4	15	13	12	7	9	9	6
Newstalk	2	4	5	1	2	1	1	3	3
Any Regional/Local/M-City/D-C#	68	65	67	72	69	74	63	66	65
Classic Hits 4FM		1	6					3	1
Radio Nova		3							4
Beat 102-103				63					
Spin South West					61				
iRadio NW						59			
iRadio NE							38		
Dublin's 98FM		11							
FM104		27							
Q102		7							
Sunshine 106.8		3							
Spin 1038		44							
TXFM (Phantom 105.2)		3							
Corks 96FM/C103			24						
Cork's 96FM			21						
C103 (Corks 103 FM)			3						
Corks Red FM			47						

\* Indicates the proportion tuning to the station at some time on the day.

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## Adults Aged 15-34

### Table 3: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	77	75	73	78	83	83	76	76	75
Any National	32	25	31	33	41	35	35	30	27
Any RTE Radio	18	14	18	17	23	22	21	17	15
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	18	14	17	17	23	20	21	17	15
RTE Radio 1	6	9	5	4	4	5	7	7	9
RTE 2FM	12	5	13	13	18	14	14	10	6
RTE Lyric FM	1	2	0	0	1	1	1	2	2
Today FM	15	8	17	20	23	16	19	14	10
Newstalk	7	10	7	3	6	5	4	8	10
Any Regional/Local/M-City/D-C#	62	60	62	62	61	67	60	60	60
Classic Hits 4FM		2	8					4	2
Radio Nova		5							6
Beat 102-103				51					
Spin South West					45				
iRadio NW						47			
iRadio NE							32		
Dublin's 98FM		13							
FM104		28							
Q102		9							
Sunshine 106.8		2							
Spin 1038		28							
TXFM (Phantom 105.2)		3							
Corks 96FM/C103			32						
Corks 96FM			27						
C103 (Corks 103FM)			6						
Corks Red FM			35						

\* Indicates the proportion tuning to the station at some time on the day.

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## Adults Aged 35+

### Table 4: Average Weekday Yesterday Listenership

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Listened at all *	86	84	87	85	90	90	84	86	84
Any National	53	59	48	50	49	49	52	56	59
Any RTE Radio	42	47	38	40	38	38	41	44	47
Any RTE Radio 1/ RTÉ 2FM /RTE Lyric FM	41	47	37	39	38	35	41	43	47
RTE Radio 1	32	39	30	30	29	27	30	35	38
RTE 2FM	9	8	6	11	9	7	13	8	9
RTE Lyric FM	5	8	6	4	2	4	4	7	8
Today FM	12	9	12	14	12	12	13	11	10
Newstalk	13	19	10	10	9	10	10	15	18
Any Regional/Local/M-City/D-C#	55	38	65	59	67	70	53	51	40
Classic Hits 4FM		5	9					6	4
Radio Nova		5							5
Beat 102-103				13					
Spin South West					9				
iRadio NW						9			
iRadio NE							5		
Dublin's 98FM		9							
FM104		12							
Q102		8							
Sunshine 106.8		5							
Spin 1038		5							
TXFM (Phantom 105.2)		1							
Cork's 96FM/C103			53						
Cork's 96FM			35						
C103 (Corks 103FM)			21						
Corks Red FM			14						

\* Indicates the proportion tuning to the station at some time on the day.

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## All Adults Aged 15+

### Table 5: Share of Listening (7am – 7pm)

	NATIONAL		CO. DUBLIN		CO. CORK		SOUTH EAST		SOUTH WEST		NORTH WEST		NORTH EAST & MID		MULTI-CITY		DUBLIN COMMUTER	
	Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)		Weekdays (change from Jul'13-Jun'14)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any National	46.6	(-0.5)	58.3	(+0.5)	39.2	(-0.3)	45.3	(+0.5)	39.7	(-1.8)	36.2	(-1.6)	47.1	(-2.2)	50.3	(-0.5)	57.6	(-0.1)
Any RTE Radio	31.4	(-0.5)	41.6	(-0.1)	25.3	(+0.6)	29.4	(+1.1)	24.3	(-2.3)	23.5	(-1.7)	31.1	(-1.8)	34.1	(-0.5)	40.2	(-0.5)
RTÉ Radio 1	22.1	(-0.6)	32.5	(-0.9)	17.2	(+0.4)	19.6	(+0.6)	15.9	(-0.7)	14.6	(-1.2)	21.2	(-1.6)	24.9	(-0.7)	31.0	(-1.0)
RTÉ 2FM	6.6	(+0)	5.4	(+0.5)	5.0	(-0.1)	8.3	(+0.2)	7.3	(-1.3)	5.4	(-1.0)	8.5	(+0.1)	5.6	(-0.2)	5.6	(+0.2)
RTÉ Lyric FM	2.0	(+0.2)	3.4	(+0.2)	2.0	(+0.2)	1.2	(+0.3)	0.8	(-0.4)	1.1	(+0.2)	1.3	(-0.1)	2.6	(+0.2)	3.4	(+0.3)
Today FM	9.0	(-0.2)	6.1	(+0)	9.1	(-0.3)	11.9	(-0.7)	9.9	(+0)	8.5	(-0.2)	11.4	(-0.2)	8.5	(-0.1)	7.5	(-0.1)
Newstalk	6.3	(+0.2)	10.7	(+0.7)	4.7	(-0.7)	4.1	(+0.3)	5.5	(+0.4)	4.2	(+0.3)	4.6	(-0.2)	7.7	(+0.2)	9.9	(+0.6)
Any Regional/Local/M-City/D-C#	53.4	(+0.5)	41.7	(-0.5)	60.8	(+0.3)	54.7	(-0.5)	60.3	(+1.8)	63.8	(+1.6)	52.9	(+2.2)	49.7	(+0.5)	42.4	(+0.1)
Classic Hits 4FM			2.3	(+0)	5.7	(+1.7)									3.6	(+0.5)	2.0	(+0)
Radio Nova			3.8	(-0.1)													4.0	(-0.1)
Beat 102-103							16.8	(+0.1)										
Spin South West									10.5	(+0.1)								
iRadio NW											11.7	(-0.6)						
iRadio NE													9.4	(+0.4)				
Dublin's 98FM			6.1	(+0.2)														
FM104			11.7	(+0.1)														
Q102			6.0	(-0.9)														
Sunshine 106.8			2.5	(+0)														
Spin 1038			7.0	(-0.1)														
TXFM (Phantom 105.2)			1.3	(+0)														
Corks 96FM/C103					39.9	(-3.8)												
Corks 96FM					26.6	(-3.4)												
C103 (Corks 103FM)					13.4	(-0.3)												
Corks Red FM					13.5	(+2.6)												
Mean No. of Minutes	229	(-5)	220	(-10)	280	(-6)	202	(-8)	218	(+5)	228	(-6)	224	(-6)	229	(-8)	222	(-9)

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## Adults Aged 15-24

### Table 6: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	19.7	12.2	24.7	17.2	31.2	15.2	22.5	19.6	14.1
Any RTE Radio	10.9	6.8	11.4	6.7	19.7	9.5	13.0	10.8	7.7
RTE Radio 1	2.6	4.6	1.7	1.4	1.5	2.2	2.5	3.1	4.4
RTE 2FM	7.6	2.0	9.7	5.4	18.1	5.6	8.5	7.0	2.7
RTE Lyric FM	0.4	0.2	0	0	0.1	0.1	2.0	0.4	0.6
Today FM	7.1	2.6	9.9	10.0	10.0	5.1	9.1	6.3	4.0
Newstalk	1.7	2.8	3.4	0.5	1.4	0.7	0.4	2.5	2.4
Any Regional/Local/M-City/D-C#	80.3	87.8	75.3	82.8	68.8	84.8	77.5	80.4	85.9
Classic Hits 4FM		1.4	7.5					3.7	1.1
Radio Nova		3.6							4.9
Beat 102-103				66.5					
Spin South West					48.0				
iRadio NW						57.1			
iRadio NE							34.8		
Dublin's 98FM		9.6							
FM104		21.0							
Q102		8.4							
Sunshine 106.8		2.4							
Spin 1038		37.1							
TXFM (Phantom 105.2)		4.1							
Corks 96FM/C103			19.3						
Corks 96FM			18.2						
C103 (Corks 103FM)			1.1						
Corks Red FM			41.1						
Mean No. of Minutes	150	155	204	122	130	142	140	157	151

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.





## Adults Aged 15-34

### Table 7: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	33.8	27.9	28.3	38.4	40.8	33.8	39.4	31.5	30.0
Any RTE Radio	14.7	12.8	12.0	13.5	15.6	16.8	17.0	13.6	13.1
RTE Radio 1	4.7	7.4	2.4	3.1	2.3	3.6	4.9	4.9	7.0
RTE 2FM	9.0	4.1	8.5	10.3	12.8	11.0	11.4	7.2	4.8
RTE Lyric FM	0.5	1.1	0	0.1	0.4	0.3	0.7	0.7	1.1
Today FM	14.4	6.9	12.0	22.5	20.7	14.1	20.2	12.1	9.7
Newstalk	4.6	8.3	4.3	2.4	4.4	3.0	2.2	5.7	7.2
Any Regional/Local/M-City/D-C#	66.2	72.1	71.7	61.6	59.2	66.2	60.6	68.5	70.0
Classic Hits 4FM		1.7	6.5					3.8	1.5
Radio Nova		5.4							5.5
Beat 102-103				45.2					
Spin South West					34.0				
iRadio NW						35.8			
iRadio NE							26.1		
Dublin's 98FM		9.6							
FM104		22.9							
Q102		7.5							
Sunshine 106.8		1.9							
Spin 1038		19.3							
TXFM (Phantom 105.2)		3.4							
Corks 96FM/C103			31.7						
Corks 96FM			25.2						
C103 (Corks 103FM)			6.5						
Corks Red FM			28.7						
Mean No. of Minutes	177	171	246	156	157	172	169	183	172

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## Adults Aged 35+

### Table 8: Share of Listening (7am – 7pm)

	NATIONAL	CO. DUBLIN	CO. CORK	SOUTH EAST	SOUTH WEST	NORTH WEST	NORTH EAST & MID	MULTI-CITY	DUBLIN COMMUTER
	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %	Weekdays %
Any National	50.7	69.4	43.2	47.4	39.5	36.8	49.5	56.9	67.4
Any RTE Radio	36.7	52.1	30.3	34.0	26.5	25.4	35.4	41.3	49.8
RTE Radio 1	27.7	41.7	22.7	24.5	19.5	17.7	26.2	32.0	39.4
RTE 2FM	5.8	5.9	3.7	7.7	5.8	3.9	7.6	5.1	5.9
RTE Lyric FM	2.4	4.3	2.8	1.5	0.9	1.3	1.5	3.2	4.2
Today FM	7.3	5.8	8.0	8.8	7.1	6.9	8.7	7.2	6.8
Newstalk	6.8	11.6	4.9	4.6	5.8	4.5	5.3	8.4	10.8
Any Regional/Local/M-City/D-C#	49.3	30.6	56.8	52.6	60.5	63.2	50.5	43.1	32.6
Classic Hits 4FM		2.6	5.3					3.5	2.2
Radio Nova		3.2							3.5
Beat 102-103				8.4					
Spin South West					4.3				
iRadio NW						4.9			
iRadio NE							4.3		
Dublin's 98FM		4.8							
FM104		7.6							
Q102		5.5							
Sunshine 106.8		2.7							
Spin 1038		2.5							
TXFM (Phantom 105.2)		0.5							
Cork's 96FM/C103			43.0						
Corks 96FM			27.1						
C103 (Corks 103FM)			15.9						
Corks Red FM			7.7						
Mean No. of Minutes	252	247	295	221	243	252	249	252	248

# Any regional/local/M-City/D-C includes any audience to Beat 102-103, Spin Sth West, iRadio, Classic Hits 4FM & Radio Nova.



## All Adults Aged 15+

### Table 9: Average Weekday Yesterday Listenership & Share Of Listening (7am-7pm) For Local Stations

Station Area	Yesterday Listenership		Market Share (7-7)	
	Weekdays		Weekdays	
	(change from Jul'13-Jun'14)		(change from Jul'13-Jun'14)	
	%	%	%	%
Kildare	22	(+0)	20.1	(+3.8)
Kilkenny/Carlow	36	(+1)	26.8	(-0.6)
Louth/Meath	24	(+0)	30.2	(+0.7)
Laois/Offaly/Westmeath	34	(-2)	33.0	(+0.2)
Wexford	38	(-2)	34.9	(+0.9)
Wicklow	33	(+1)	22.6	(-1.7)
Limerick	44	(-1)	37.0	(-1.6)
Tipperary	35	(+1)	43.2	(+1.1)
Waterford	46	(+1)	40.3	(+1.0)
Clare	47	(+1)	37.2	(-1.1)
Kerry	51	(+0)	53.3	(+1.0)
Galway	35	(+3)	27.1	(+2.5)
Mayo	62	(-1)	60.0	(+0.2)
Roscommon/Longford/ Sth Leitrim/ Cavan/ Monaghan	45	(+1)	43.8	(+1.8)
Roscommon/Longford/Sth Leitrim	50	(+2)	46.8	(+0.7)
Cavan/Monaghan	41	(+1)	39.9	(+3.4)
Donegal Nth	61	(-3)	61.8	(+0.9)
Donegal South/Sligo/Nth Leitrim	43	(-1)	29.7	(+0.4)

\* \* \* \* \*

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The Report provides information on all individual stations over a range of demographics and special interest categories. The full report can be purchased from Ipsos MRBI. Tel. 01-438 9000.0

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## Radio Broadcast Regions

Region	Component Counties/Franchise Areas
South East	Carlow, Kilkenny, Wexford, Waterford & Tipperary South Riding
South West	Limerick, Clare, Kerry, Tipperary North Riding & South West Laois*
North West	Galway, Mayo, Roscommon, Longford, Leitrim, Sligo & Donegal
North East & Midlands	Kildare, Louth, Meath, Laois*, Offaly, Westmeath, Cavan & Monaghan
Multi-City	Full counties Dublin, Cork; Limerick; Clare and Galway and part counties Kildare, Meath and Wicklow.
Dublin Commuter	Dublin and part counties Kildare, Meath and Wicklow.